



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Robert Buchanan et al.      Art Unit : 3629  
Serial No. : 10/727,196      Examiner : Unknown  
Filed : December 2, 2003  
Title : SPONSORED MEDIA CONTENT

**MAIL STOP PGPUB-DRAWINGS**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

TRANSMITTAL OF FORMAL DRAWINGS

Please substitute the enclosed 6 sheets of formal drawings for the corresponding drawings presently in the application.

Please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: 01/28/05

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CERTIFICATE OF MAILING BY FIRST CLASS MAIL

I hereby certify under 37 CFR §1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Date of Deposit January 28, 2005

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